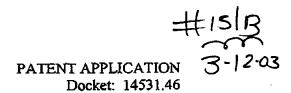
Filed via Facsimile



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:		\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
	Phillip Y. Goldman, et al.	PECETAL 3/1/03
Serial No:	09/264,432) Art Unit) 2614
Filed:	March 8, 1999)
Confirmation No:	3073)

For:

SYSTEM AND METHOD OF INSERTING

ADVERTISEMENTS INTO AN INFORMATION

RETRIEVAL SYSTEM DISPLAY

Examiner:

Scott E. Beliveau

AMENDMENT "B"

Box Responses
Assistant Commissioner for Patents
Washington, DC 20231

Dear Sir:

Responsive to the Office Action dated December 18, 2002 (paper No. 12), Applicants respectfully request entry of the following amendments and reconsideration of the pending claims in view of the matters discussed at the Examiner Interview of February 25, 2003, and the further remarks herein.

This Amendment is made pursuant to the permissive rules announced on Jan. 31, 2003 (see http://www.uspto.gov/web/offices/pac/dapp/opla/preognotice/revamdtprac.htm).